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Fig Creative

Websites, Mobile, Social Media, Online Marketing

Growing your business online

Our Formula for Your Success!

What you get with a Fig Creative website is a proven professional foundation for achieving your business goals now and into the future.

1. Goals
We start by talking with you about what you want to achieve.

6. Development
We make it all come together into a fully functioning website.

2. Research
Next we research the marketplace to source data about your potential customers and competitors.

7. Content
Then we add the text, photos, and videos that make your website come alive.

3. Plan
We formulate a plan to help potential customers find and interact with your business online.

8. Training
We spend time with your team showing them how to maintain the website.

4. Blueprint
We develop a framework that outlines the position of elements in your website.

9. Analysis
Once your website is live, we track on its performance and send you reports.

5. Design
We design the look and feel to be modern and consistent with your branding.

10. Support
We're here when you need us with business hours phone and email support, and after hours emergency contact.

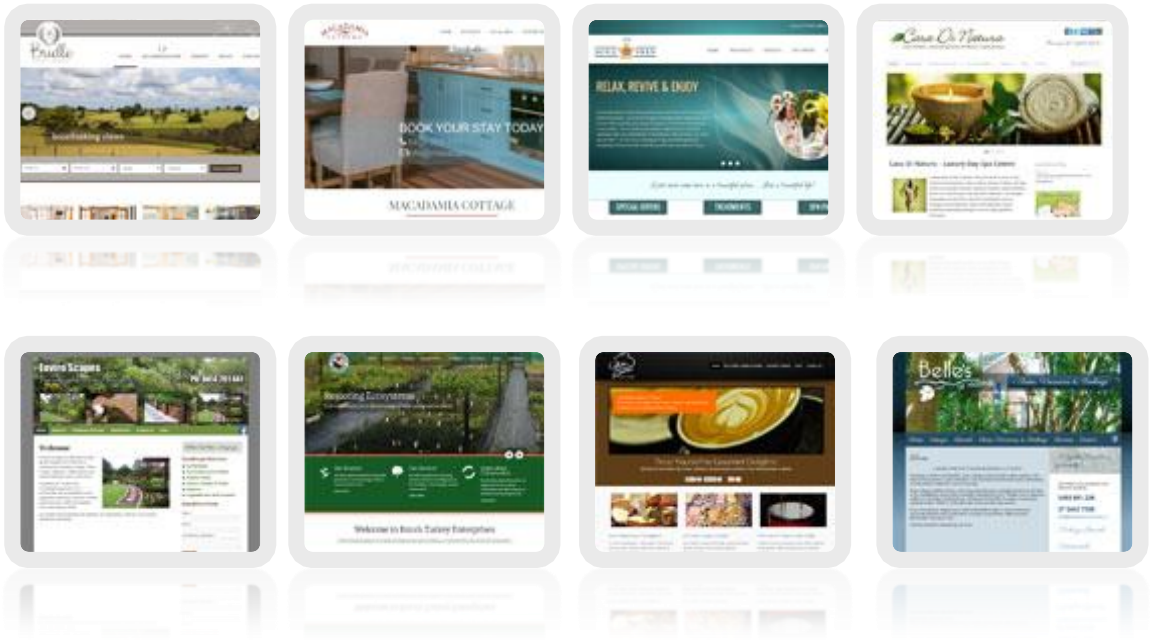
Essential Website Package

Our Essential Website Package includes everything most small businesses need. It provides a modern framework with the flexibility to grow with your business.

It can include the following features:

- Easy to use Content Management System
- Responsive to various screen sizes, for example: large screen, iPad, smart phone
- Design based on a template, with modification of colours and styles to reflect your brand
- Multiple page layouts, for example: 2 column, 3 column, full width etc.
- Feature slideshows
- Photo galleries
- Blogging system
- Search engine optimisation tools
- Online form management system
- Google Analytics
- Extensibility - add new features as they are required
- Training - one hour included, plus email and telephone support
- User manual including online videos provided
- Initial content added - two hours included

Some examples of Essential Websites



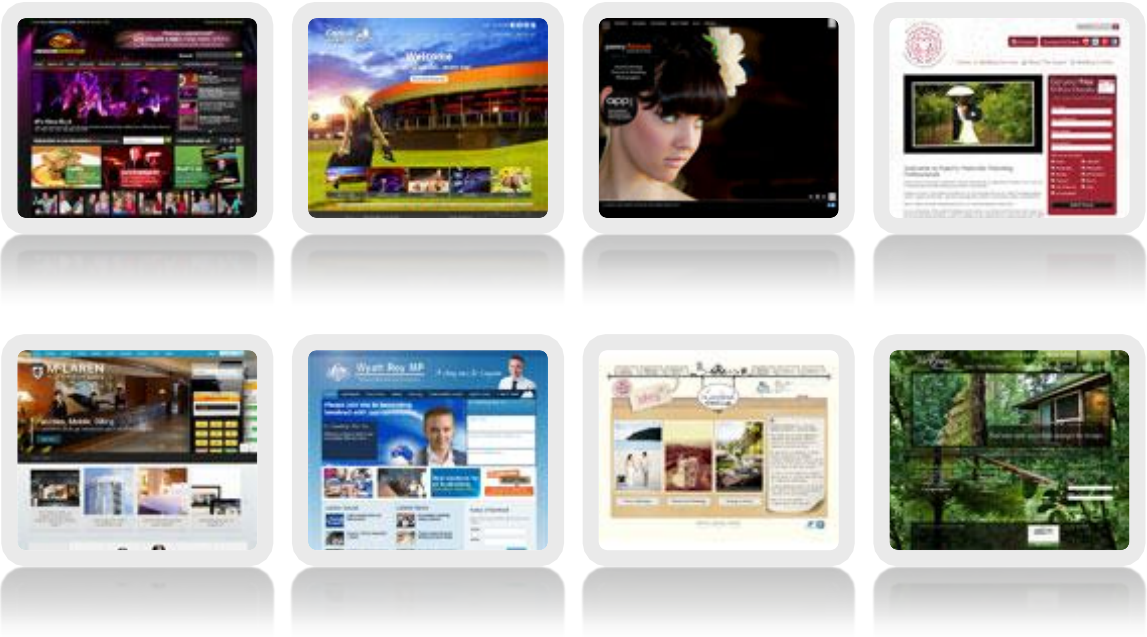
Essential Website Package - $1650

Growing your business online

Premium Design Package

For many businesses, a basic design based on a template is not enough to distinguish them from the crowd; they require a unique professional design. Our qualified designers will consult with you and design a website that will add a premium look to your online business identity.

Some examples of premium design



Premium Design Package addon - $1650

Growing your business online

Ecommerce Website Package

Join the online shopping revolution and sell your goods and services online. Our Ecommerce Website Package allows you to sell digital or physical products to customers throughout the world. Let Fig Creative help you to get your online shop up and running, and start selling now.

Ecommerce Website Package can include the following features:

- Multiple payment methods (Paypal, Credit Card, Direct Deposit, and more)
- Multiple shipping methods (digital download, Australia Post, Private courier, and more)
- Multiple Currencies
- Social media integration
- Product ratings and reviews
- Live shipping rate calculation
- SSL Certificate for security (extra fee)
- Discount coupons
- Gift vouchers
- Conversion tracking statistics
- Training

Some examples of ecommerce websites

Ecommerce website package addon $3900
Excludes any software license fees

Growing your business online

Design & Print

Our experienced graphic designers can develop your next logo, business cards, and promotional flyers, as well as any web graphics.

Logo Design

Our logo creation work is usually up to 3 draft concepts to identify direction. Once that is chosen one concept is taken out to print ready with up to 3 revisions included in this estimate.

We then provide you with an Identity package (this provides your logo in various formats including vector - which can be scaled up and used on billboards etc)**.**

Logo Design - $440

Additional edits $110 per hour

DL Flyer Design and Print

Prices includes 1 draft concept taken to print ready with up to 2 revisions. Also includes delivery.

Design

Single sided DL - $220

Double sided DL - $330 including revisions

Printing

Double sided – Full colour A4 Brochure roll folded to DL

- 2000 150gsm (standard) - $350
- 3000 150gsm (standard) - $420

Double sided DL Flyer – Full colour

- 2000 250gsm (standard) - $240
- 3000 250gsm (standard) - $275

Double sided DL Flyer – Full colour – with magnet

- 2000 250gsm (standard) - $385
- 3000 250gsm (standard) - $485

Growing your business online

Search Engine Optimisation Package

Search Engine Optimisation (SEO) is vital to ensure that your website is found by your target market via search engines like Google, Bing and Yahoo.

We undertake key word research and make sure each page is themed around the key words and phrases that your customers are likely to use when searching.

Includes the following:

- Custom page titles and meta-descriptions for each themed page
- Descriptions for each image
- XML sitemap submitted to Google
- Google Local entry if applicable
- Google analytics monthly reporting and analysis, plus training on interpreting the data
- Primary goal reporting
- Monitoring, Analysis and Tuning of Website Performance

Search Engine Optimisation Package - $550

Paid Advertising

Google Adwords

Google Adwords is the pay-per-click advertising provided by Google on their search results pages, and on other websites.

We will recommend an advertising budget which you will pay directly to Google.

Ideally you will have a contacts database, such as our Email Marketing System, before running Google AdWords, so you can take advantage of autoresponders and instant marketing.

1. User performs a search by entering search terms (keywords)
2. Contextually relevant Google AdWords ads appear in the **Sponsored Links** sections *alongside or above* the search results
On the left are the organic **search results**. AdWords does not affect search results. People cannot pay to get on the search results or better placement.

Google AdWords service includes

- Competitor comparison and keyword research analysis
- Set up of your account
- Set up campaigns, ad groups and structure
- Create landing pages with online forms where required
- Daily monitoring and refinements for 1 week from live date

Google Adwords - $550 setup plus $110 per month (Plus ad spend directly to Google)

Growing your business online

Facebook Business Package

Don’t get left behind, your customers are using social media every day, and your competitors are too!

Benefits of Facebook for Business

1. Reach new customers
2. Stay top of mind
3. Build relationships
4. Highlight your business
5. Engage in conversation
6. Connect with your customers online
7. Use targeted advertising
8. Convert within Facebook

Our Service includes

- Create your Facebook business page
- Create a username (friendly address)
- Create profile picture and cover photo, optimised for Facebook display
- Complete the ‘About’, ‘Description' and 'General Information' sections
- Add contact information
- Create initial photo gallery, and upload initial photos
- Merge place page (if required)
- Map location (if applicable)

We also provide an initial getting started strategy and basic training to get you up and running.

Facebook Business Package - $440

Optional Extras

- Ongoing management
- Facebook advertising campaigns
- Create an email signature for your emails featuring your Facebook address and logo
- Develop and install custom apps and tabs

Social Media Touch Points

Extend your social marketing strategy to connect with your market across many services. Ask us about setting up your business profile on Twitter, Google+, LinkedIn, Pinterest, Instagram and YouTube.

Growing your business online

Social Media Accounts

Leverage the power of the social internet by creating a presence in the popular social media platforms.

Facebook

If you don't have a Facebook business page, you're missing out on one of the best marketing tools around. We can set your page up right first time, and get it started.

Google+

Having a Google+ business page can increase your exposure on the internet, because it is integrated directly with Google search. If you have physical premises, Your Google+ account can be linked to your location on Google Places.

Twitter

Twitter has a large devoted user base. It's worth maintaining a presence on Twitter to allow your message to reach your potential customers who use Twitter. Hashtags and retweets can be used to spread your message to a wider audience.

YouTube

Not just a place to watch videos, YouTube is one of the largest search engines and social networks on the internet. Upload and tag your videos, and also embed them into your website and other social networks directly from YouTube.

LinkedIn

The social network for professionals, a LinkedIn business page allows your potential customers to stay updated with your messages.

Pinterest

Pinterest is a highly visual social network, very popular with the fashion, food and wedding industry. If your business is in any of these industries, you can be sure your customers are using Pinterest.

Instagram

Instagram is very popular amongst younger demographics, and is the first place to go when researching weddings.

Social media Profile setup from $220 per account

Email Marketing System

Our email marketing system offers everything you need to effectively manage and market to your contact database. Features include:

- **Contact Lists**
  Start by importing your current contacts, then grow your contact list by adding a subscribe form to your website. The form will automatically populate your contact list.
  Organise your contacts into groups and segments, and add custom fields as required.
- **Templates**
  Use the supplied html templates, or create custom templates to send professional looking emails to your contacts. Fig Creative can design a custom template to match your business branding.
- **Create and send emails**
  Use the text editor to add rich content to your emails. Add images and attachments. Send immediately, or schedule sending as required.
- **Autoresponders**
  Use autoresponders to send an email automatically when a new contact subscribes, or clicks on a certain link.
- **Unsubscribes**
  Email templates include an unsubscribe link, which will automatically unsubscribe the contact when clicked.
- **Bounces**
  Automatic bounce handling removes contacts from the list after a certain number of bounces, keeping your contact list up to date.
- **Full statistics**
  See how many contacts viewed the email and how many links were clicked, as well as unsubscribe and bounce statistics.

Email marketing setup service

To get you up and running with email marketing, we offer the following set up service.

- Discuss online marketing approaches to best suit your business
- Create relevant database fields for website subscription form
- Create and insert subscription form across your website
- Create the initial auto-responder or newsletter
- Design newsletter template with your website branding
- Show you how to personalise your correspondence for best results
- Provide an hour of one-on-one training
- Provide ongoing ticket support

*Additional database integration and custom field work available at $110 (Incl. GST) per hour.

Email Marketing System - $440 setup plus $33 per month

Online Marketing Package

Combining the networking power of social media with the solid foundation of email and website marketing, this package can help you to achieve your business goals.

Blogging

We create a weekly, fully optimised, blog post of at least 300 words, with a featured image. This gets published to your website and shared via social media.

Facebook

We post optimised status updates to your Facebook business page at times of the day when your audience is online, and actively engage with your fans and actively grow your engagement with other Facebook users to grow your profile and reach.

Other Social Media

We post optimised status updates to your other social media accounts, such as Twitter and LinkedIn etc.

Email Marketing

We send a branded email newsletter to your contacts database, compiling your recent blog posts with a custom introduction and social media links.

Online Marketing Package - $1540 per month

Optional Extras

Social Media profile set up $220 per account

Email template design $220 per template

Hosting and Domain Names

Domain name registration and web hosting are fixed costs of owning a website.

We encourage all of our clients to consider both hosting and domain name administration with Fig Creative so that we can ensure each aspect of your website is monitored and checked by us. This way we are able to support you without having to contact third parties and chase down logins and passwords (something that many people have difficulty providing). We provide you with a login to the domain name register so you are always in control.

If you use your own hosting provider there is a $165 once off set up fee. Fig Creative cannot guarantee all features provided in your demonstration website will function the same on all third party hosts as many provide limited functionality.

Website and Email Hosting

- Website and email hosting on a premium quality Australian based server with 99.9% uptime.
- Includes unlimited emails and web based email service if required.
- This does not include management of any third party email Exchange server.
- Includes 1 Gigabyte of storage space. Excess charged at $1 per Gigabyte per month
- Includes 1 Gigabyte of data transfer per month. Excess charged at $1 per Gigabyte per month

Hosting - $396 per year

SSL Certificates

Websites that accept credit card payments online will require an SSL Certificate to be installed to protect card holder security.

SSL Certificate - $264 per year

Domain Names

Domain names are purchased in 2 year blocks and include purchasing, management and renewal.

.com - $ 88 per 2 years

.com.au - $132 per 2 years

Additional Services Available

Fig Creative offers many services for businesses looking to improve their online marketing.

Graphic Design

Our graphic design team produces quality promotional graphics, logo development, website design elements.

Content Production

If you don't have enough time to create content for your website and social media accounts, our team can research and produce articles and social media updates on your behalf.

Email Marketing

Using email is still one of the most effective ways of staying in touch with your customers. Our systems make it easy to set up your contact lists, create campaigns, and monitor their effectiveness.

Google Search Marketing Package

Our websites all include the basic requirements to optimise for Google. Our Google Search Engine Optimisation (SEO) package includes keyword research, to identify which words and phrases you should be targeting. Then we roll out those keywords across your site in all the right places, to give you the best chance of being found.

Google and Facebook Advertising

Precisely target your key demographics using Google and Facebook advertising programs. We do the research first up, then activate and manage your advertising campaign, providing you with regular reports of the results.

Social Media Setup and Management

Facebook, Twitter, Google+, YouTube, LinkedIn, Pinterest - these are all channels of communication you can use to inform your customers. Importantly, you can leverage the power of these social networks to reach new customers.

eCommerce

Selling products and services online has become big business, as people get used to the range, price and convenience of shopping online. Our developers can match an ecommerce solution to your needs, big or small.

Growing your business online

Fig Creative Team

We know that great websites require input from specialists in every area of the process and we are excited and proud to bring together collective expertise under the one umbrella.

Nathan Arrowsmith
Internet All Rounder

Jennifer Perri
Marketing Manager

Belinda Vere
Website Developer

Brock Johnstone
Website Developer

Amanda Buttenshaw
Marketing Assistant

Tabitha Askin
Graphic Designer

Clayton Storey
Graphic Designer

Garry Claridge
Software Engineer

Gaylene Perks
Administration Officer

Growing your business online

Selected Testimonials

We want to take this opportunity to say "A BIG THANKS" to you, for all your support this year, and for the fantastic service you have provided, especially on last minute requests. We really appreciate the extra mile you go to, and it shows in our marketing campaigns...they are so stunning, and I love them.

Trudy & Nadia x
Lovebird Weddings

Working with the team at Fig has been a pleasure! I'm sure we were not the easiest of clients with all of our ideas and suggestions but found Jennifer in particular to be very patient with us to achieve what we think it a fantasic result. Next up, stage 2!

Justin Murray
Chief Technology Officer
Carina Leagues Club

We're really happy with the re-design of our website. Everything is more vibrant, fits with our branding better, allows for easier updating and interaction from our side, easier to navigate and provides a whole dimension of opportunities for us to continue to build onto. Great service from the team - many thanks!

Karen & Spencer Shaw
Brush Turkey Enterprises

Nathan was great help in designing the Sacred Creative Gallery Facebook page. He has solid business ideas with the know-how to deliver :-)

Lisa Blainey-Lewin
Twine Marketing

Nathan Arrowsmith recently completely revamped the Credit Union's website and introduced us to the social media through operating a Twitter account. I can thoroughly recommend Nathan for his professionalism and knowledge, and I would not hesitate to recommend his website services.

Greg Stevens
Director at AG Management Group

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